

Webinar

# B2B Marketing Excellence

1 October 2021

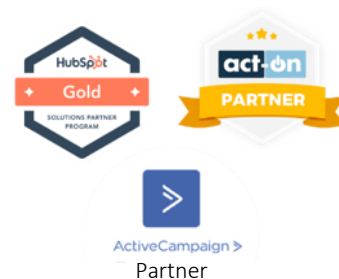
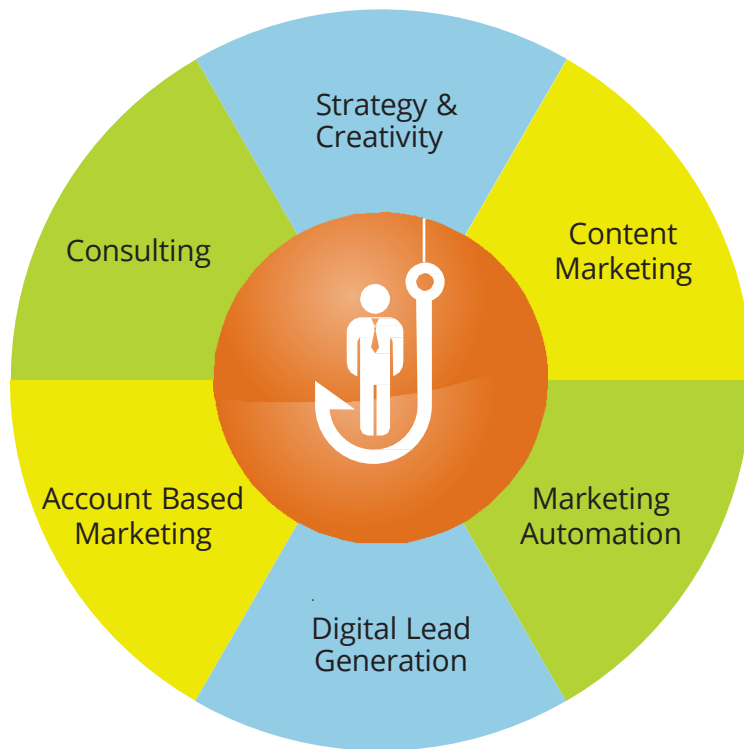
# Agenda/indhold

- **Del 1 – Det store overblik**
- Hvad er megatrends indenfor B2B marketing?
- Hvordan har Covid-10 pandemien ændret den digitale kunderejse og købscentret?
- Hvorfor er "always on" relevant som strategi?
- Hvordan kan man implementere en hybrid mellem Account Based Marketing (ABM) og lead generation/nurturing?
- **Del 2 – B2B Excellence**
- Værdien af at kunne lytte – kundeindsigt fra digitale platforme
- Hvorfor de klassiske marketing kompetencer som branding og content marketing stadig er relevante
- Hvordan påvirker bæredygtighed B2B markedet, og hvad betyder det for dit brand?



- Kaffen er virtuel 😊
- Præsentation sendes
- Webinaret vil være tilgængelig on-demand
- Brug chatten
- Q & A til sidst
- HUSK AT MUTE

# Blue Business



## Lead Generation and Account Based Marketing

Generating, qualifying and nurturing accounts and leads to increase sales and marketing effectiveness

# Customer references



# B2B Marketing Excellence defined

| POOR                    | GOOD                                | EXCELLENT                            |
|-------------------------|-------------------------------------|--------------------------------------|
| Product driven          | Market Driven                       | Market Driving                       |
| Mass-market oriented    | Segment-oriented                    | Niche-oriented and customer-oriented |
| Product offer           | Augmented product offer             | Customer solutions offer             |
| Average product quality | Better than average product quality | Legendary product quality            |
| Average service quality | Better than average service quality | Legendary service quality            |
| End-product oriented    | Core-product oriented               | Core-competency oriented             |
| Function oriented       | Process oriented                    | Outcome oriented                     |
| Reacting to competitors | Benchmarking competitors            | Leapfrogging competitors             |
| Supplier exploitation   | Supplier preference                 | Supplier partnership                 |
| Dealer exploitation     | Dealer support                      | Dealer partnership                   |
| Price driven            | Quality driven                      | Value driven                         |
| Average speed           | Better than average speed           | Legendary speed                      |
| Hierarchy               | Network                             | Teamwork                             |
| Vertically integrated   | Flattened organization              | Strategic alliance                   |
| Stockholder driven      | Stakeholder driven                  | Societally driven                    |

# Another view on marketing excellence

Evolution of "sales & marketing excellence" to "customer excellence"



Source: Arthur D. Little analysis

# ITSMA 2021 Marketing Excellence Award

## Categories:

The 2021 program includes awards in seven categories, along with special awards for the top programs from small- and medium-sized businesses (SMB):

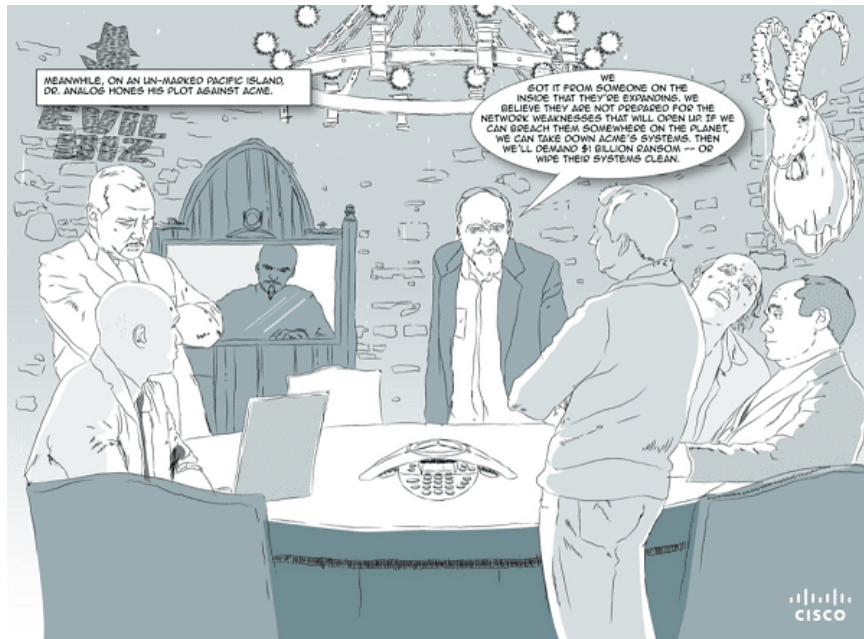
- Advancing Thought Leadership
- Collaborating with Sales
- Driving Strategic Growth
- Embedding ABM Programs
- Optimizing ABM Campaigns
- Orchestrating Executive Engagement
- Strengthening the Brand

<https://www.itsma.com/about-us/marketing-excellence-awards/>

# B2B marketing trends for 2022

1. Intent-Based Data Will Drive Marketing
2. Marketing Automation Is a Thing Now
3. Content Needs To Be Simpler
4. Video Marketing Will Take the Front Seat
5. Personalized Account-Based Marketing
6. Build Your Own Audience
7. Build Your Brand Identity
8. Tell A Story, Not a Sales Pitch

Source: <https://www.b2bmarketingzone.com>



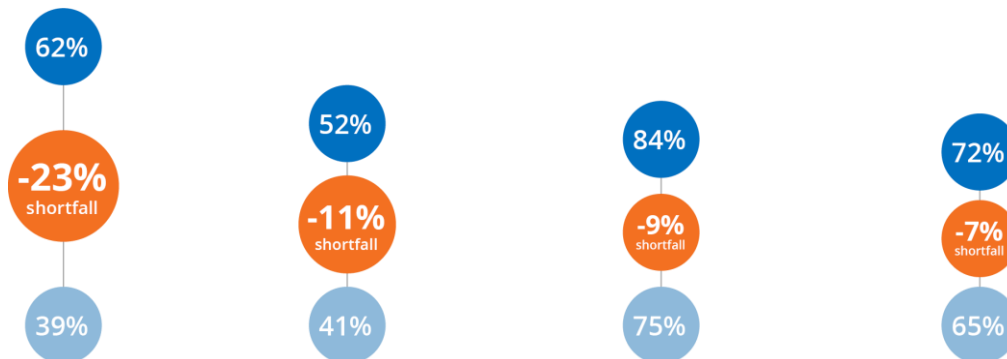




# Implications of Covid-19

# Implications of Covid-19

## The shortfall between belief and action



*Do you believe this strategy is important to do?*

*Is your company embracing or enabling this*

**Strengthening understanding of our buyer's customers** and what value needs to be delivered through research or data gathering

**Redefine our mission, purpose and offerings** to aid clients in emerging from the pandemic as strong as possible

**Strengthening our position in the market as a trusted thought leader** to solve timely customer challenges (i.e, providing knowledges designed fo help customers succeed during the pandemic)

**Increasing communications with customers** about expertise we have around their own costomers, and how we can help protect or grow their sales

# Implications of Covid-19

1. Address shifting stakeholders and complex decision-making units
2. Become fully customer centric
3. Keep up with fast-paced change and technology innovation
4. Transform to digital in new business, operating and customer models
5. Marketing to move away from product-driven push mindset towards a customer centric approach
6. Redefine collaboration between marketing and sales. Break down silos

# Implications of Covid-19: The great customer breakdown

## Seller Driven

Pre-Digital  
Relationship Selling Era



Rolodex



Cold calls



Golf



Bingo cards



Billboards



Events



Direct mail



Trade shows

## Marketing Driven

Digital Age 1.0  
Lead Generation Era



Websites



Webinars



Email marketing



Form fills

## Customer driven

Buying Group Era



Anonymous  
research



Buying groups



Omni-channel



Decentralize  
decision making



GDPR



Intent monitoring



WFH and always on



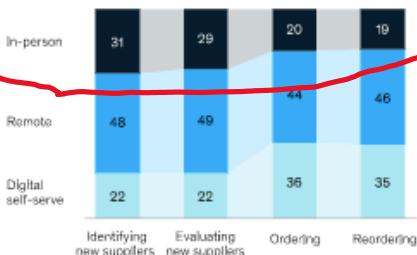
Account based  
marketing

# Implications of Covid-19/"always on"

## Most B2B seller interactions have moved to remote or digital ...

Current way of interacting with suppliers' sales reps during different stages<sup>1,2</sup>

% of respondents



... and that's exactly what customers want.



of B2B decision makers prefer remote human interactions or digital self-service<sup>2,3</sup>

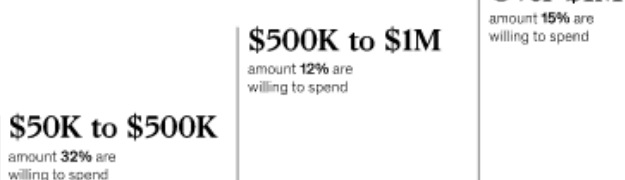
### Why?

- Ease of scheduling
- Savings on travel expenses
- Safety

## Buyers are willing to spend big using remote or self-service.

Maximum order value you would purchase through end-to-end digital self-service and remote human interactions for a new product or service category<sup>4,5</sup>

% of respondents



<sup>1</sup>Q: "How would you currently interact with sales reps from your company's suppliers during the following stages of interactions?"

<sup>2</sup>Q: "How would you prefer to interact with sales reps from your company's suppliers during the following stages of interactions?"

<sup>3</sup>Figures may not sum to 100% because of rounding.

<sup>4</sup>Q: "What is the maximum order value that you would purchase through end-to-end digital self-service and remote human interactions for a new product or service category?"

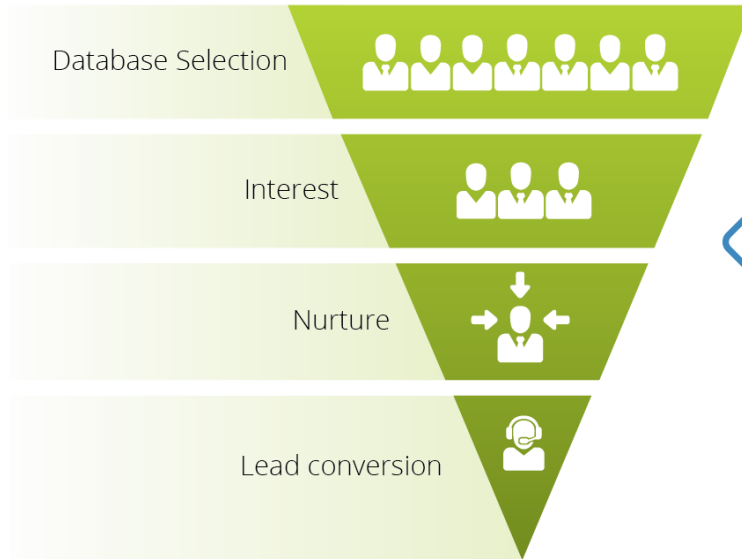
<sup>5</sup>Numbers do not add to 100% because "I don't know" option offered was not included for analysis.

Source: McKinsey COVID-19 B2B Decision-Maker Pulse #3 (9/7-6/10/2020) (n = 3,608)

# Two types of lead generation

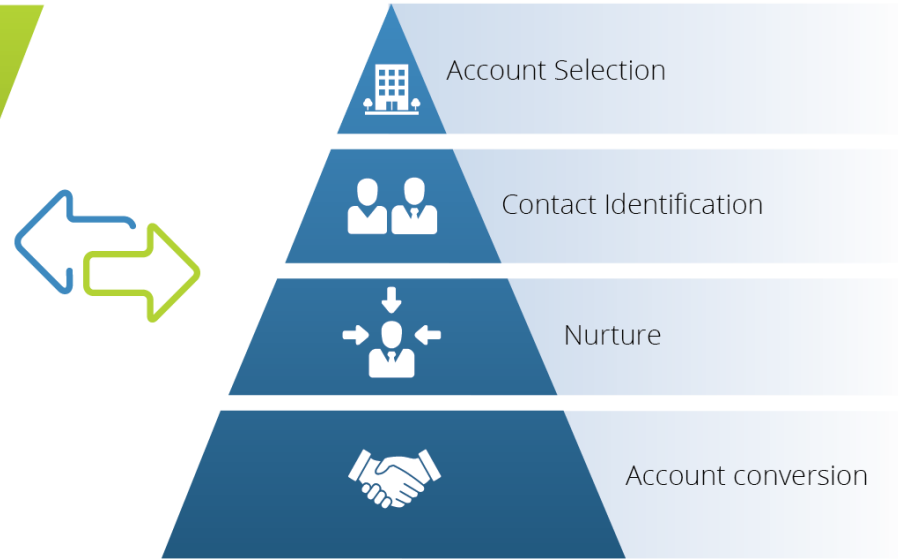
## Lead Generation

Fishing with Nets



## Account Based Marketing

Fishing with Spears





# Poll

Hvordan er jeres tilgang til digital leadgenerering?

# Account Based Marketing defined





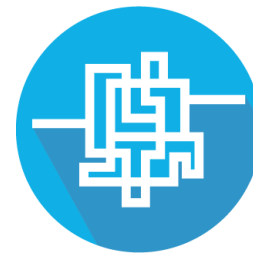
# What drives ABM?



Poor quality  
leads



Insufficient  
pipeline



Non – linear sales



Unable to reach the  
hidden buying center

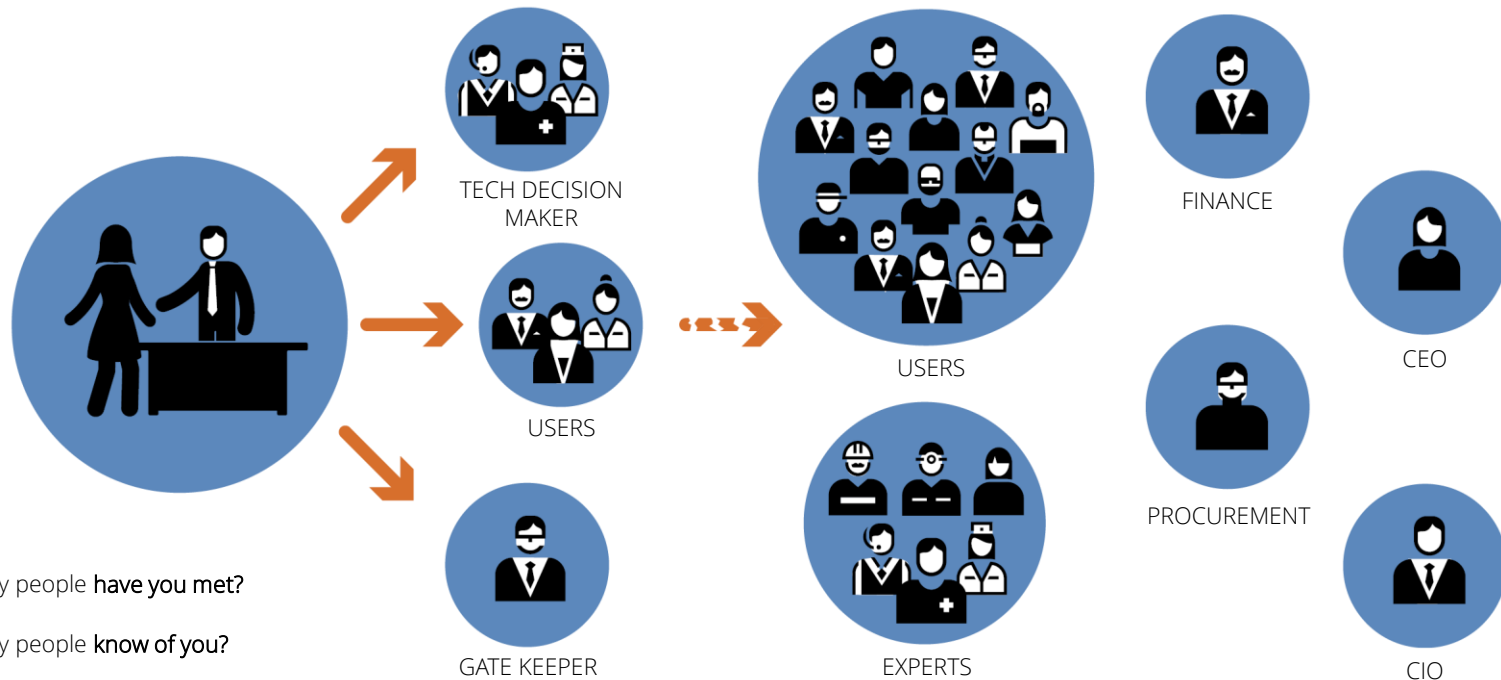


Law of 80/20



Organizational

# Always on: Most sales teams reach only a fraction of the B2B decision makers

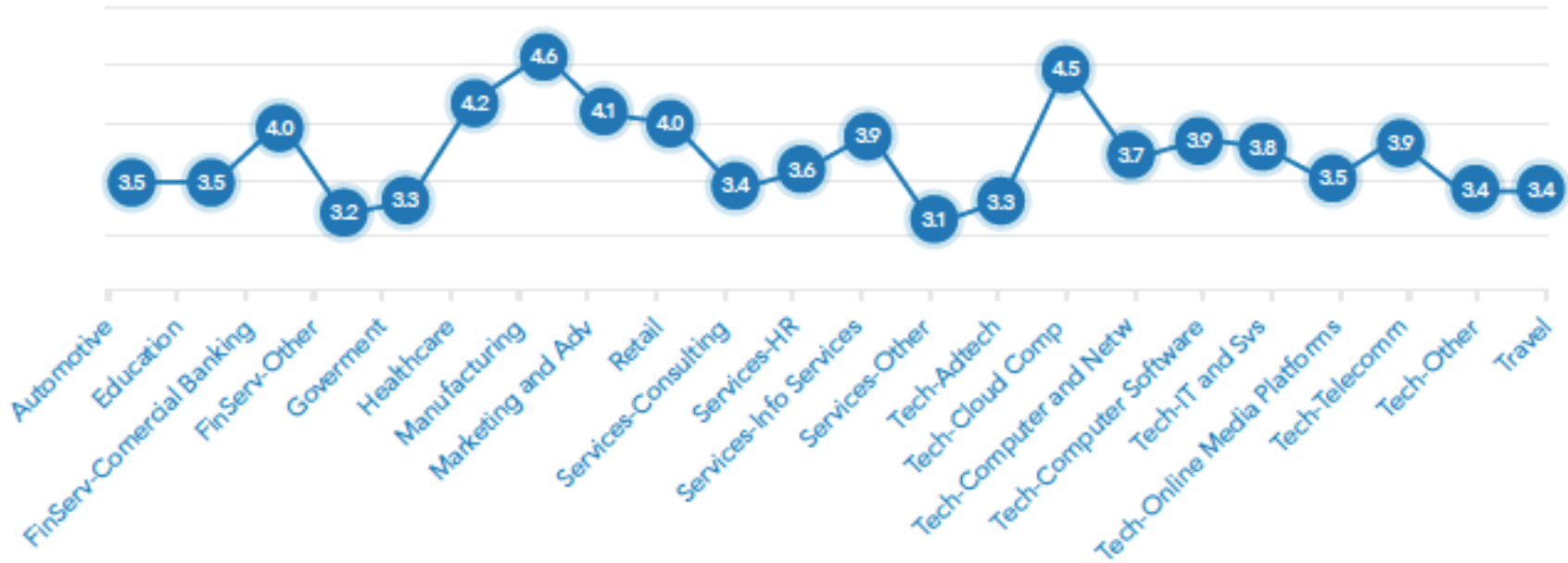


How many people **have you met?**

How many people **know of you?**

How many people **believe you are the best?**

# Always on: B2B buying has become a team sport



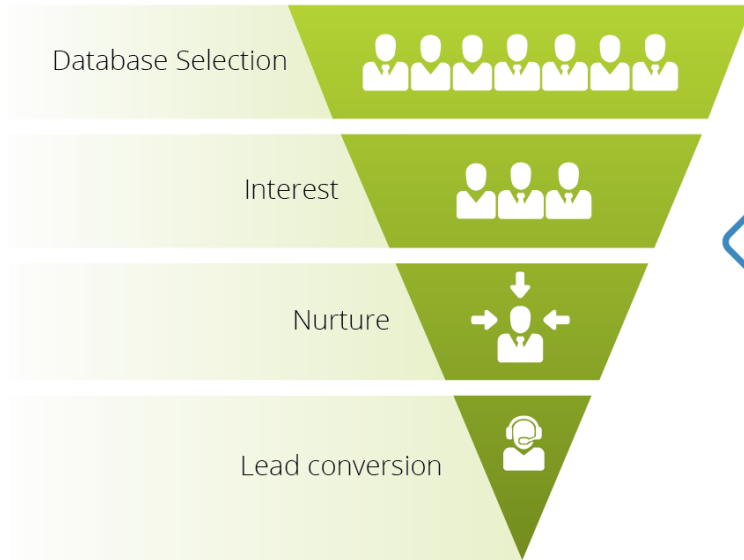
If vendors are not known company wide – they are not known!

Source: LinkedIn 2021

# How to implement a hybrid between Account Based Marketing (ABM) and lead generation/nurturing

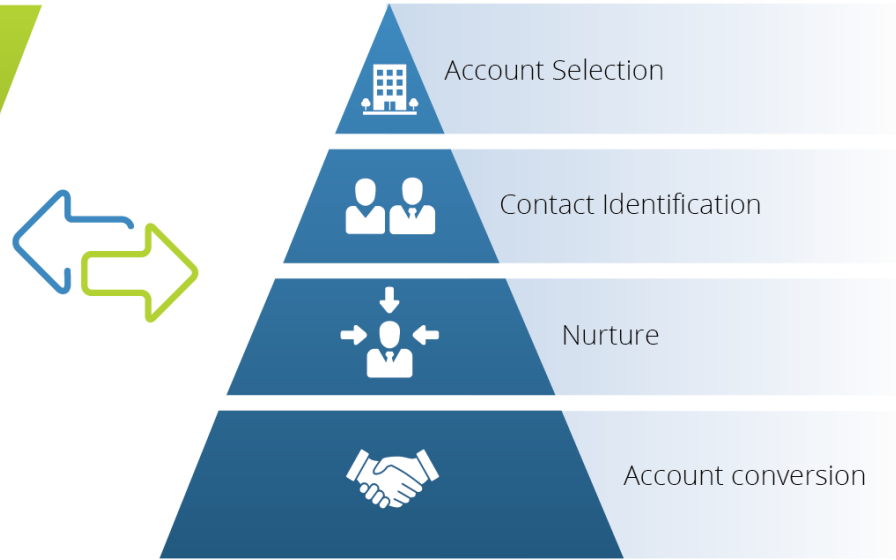
## Lead Generation

Fishing with Nets

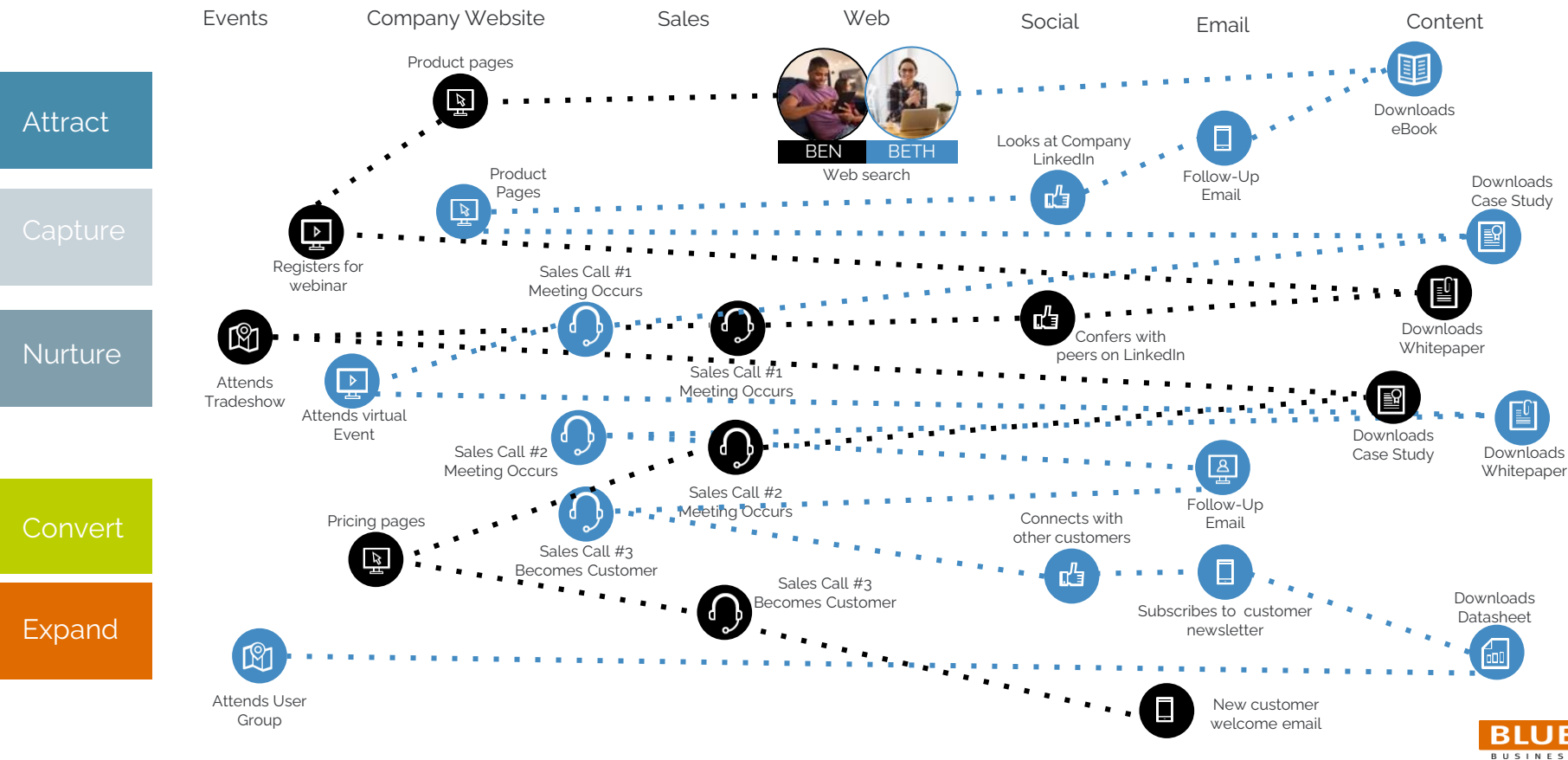


## Account Based Marketing

Fishing with Spears



# The customer journey has been digitally transformed





# “marketing is a business driving function”

...so find common grounds between sales and marketing that will grow your business

# Marketing is challenged

Marketing Budget Cuts



Marketing Becomes Tactical



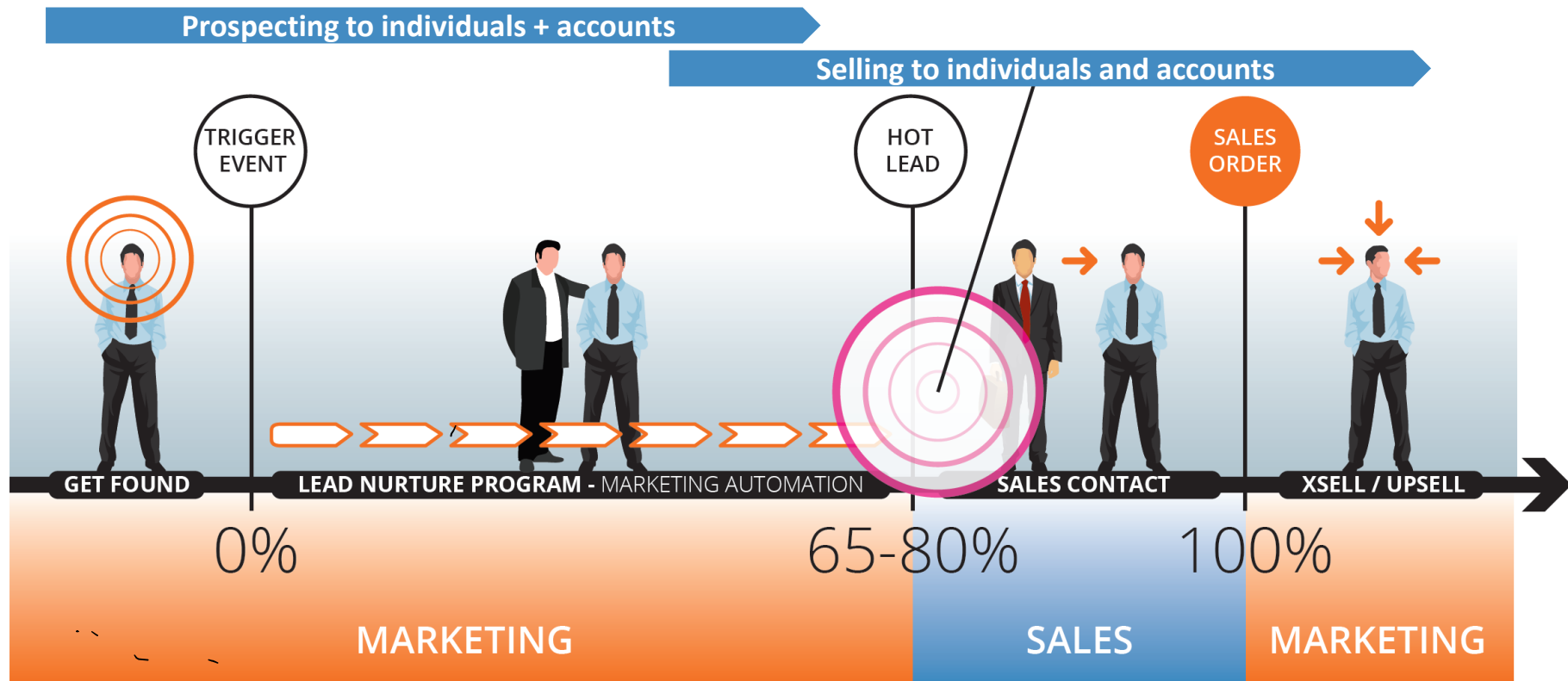
Sales Takes Over Marketing



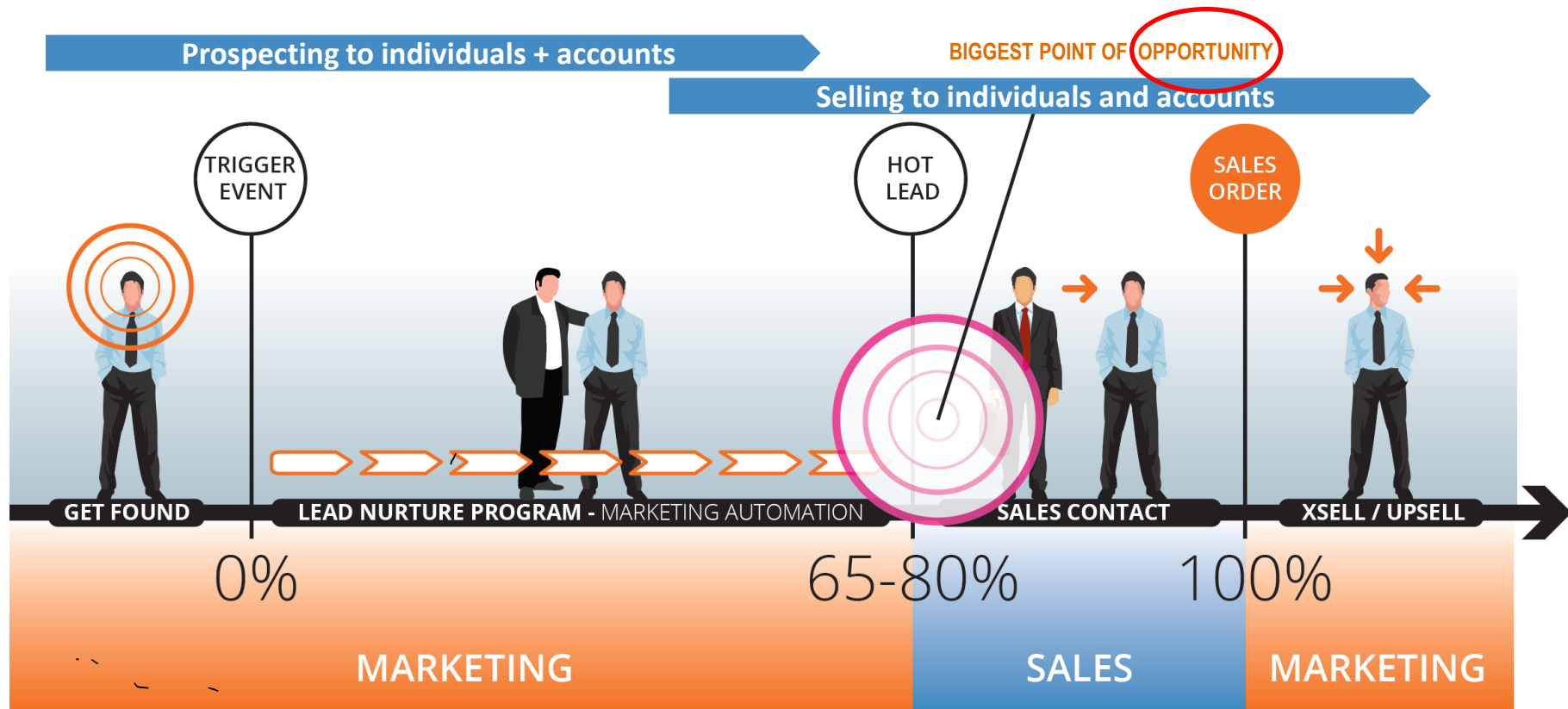
Team up Marketing and Sales



# Stay connected and relevant across the customer journey



# Stay connected and relevant across the customer journey



# The sales and marketing divide

What will it take to bridge the gap?

## Marketing focus

Engage and convert

Motivation:

- ✓ Leads
- ✓ Great brand
- ✓ Attribution

Problems with sales:

- ✓ Un-touched leads
- ✓ No follow up



## Sales focus

Always be closing

Motivation:

- ✓ Meetings
- ✓ Pipeline
- ✓ Deals

Problems with marketing:

- ✓ Unqualified leads
- ✓ Seniority of leads



# The sales and marketing divide

Key ABM questions to bridge the gap

Ask... how can we...

## Marketing focus

Engage and convert

Motivation:

- ✓ Leads
- ✓ Great brand
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Problems with sales:

- ✓ Un-touched leads
- ✓ No follow up

- ✓ Win as a team?
- ✓ Identify key accounts?
- ✓ Make joint account plans?
- ✓ Keep our accounts?
- ✓ Expand our accounts?

## Sales focus

Always be closing

Motivation:

- ✓ Meetings
- ✓ Pipeline
- ✓ Deals

Problems with marketing:

- ✓ Unqualified leads
- ✓ Seniority of leads

Marketing

Sales



# The value of listening - customer insights from digital platforms

# "I don't know who you are"

*"I don't know who you are.  
I don't know your company.  
I don't know your company's product.  
I don't know what your company stands for.  
I don't know your company's customers.  
I don't know your company's record.  
I don't know your company's reputation.  
Now--what was it you wanted to sell me?"*



# Account Insight

## Marketing automation and CRM

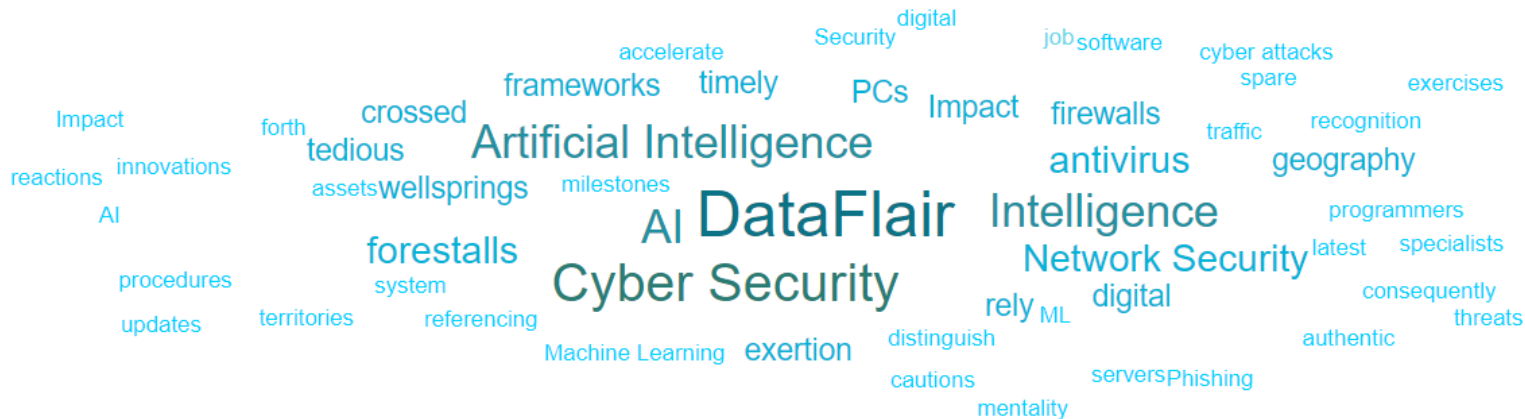
### Account Scoring

The screenshot shows the 'act-on' Accounts Dashboard for 'Drip-line inc.'. The left sidebar lists navigation options: Home, Contacts, Marketing Lists, Accounts, Other Lists, Account Lists, Form Submissions, Webinar Lists, Bounces & Opt-Outs, Custom Touch Points, Trash, Scoring Rules, Standard Field Names, Subscription Management, and Search. The main content area displays account details for 'Drip-line inc.' (Technology industry, 909-790-2791, 1234 Striker St., Beaverton, CA 92399). The 'Summary' tab is active, showing a 'Total Score' of 176 (circled in red). Below this, six widgets display various metrics: Email (Sent: 7, Opens: 3, Effective Opens: 3, Clicks: 2), Website (Page Views: 13, Site Visits: 3), Search (Organic: 7, Paid: 3), Media (Downloads: 3), Landing Pages (Page Visits: 3), and Social Media (Facebook: 41, Twitter: 12, LinkedIn: 3). The 'Contacts' tab shows 15 contacts (circled in red).

### Account Influencers and Decision Makers

The screenshot shows the 'act-on' Timeline view for 'Drip-line inc.'. The left sidebar lists navigation options: Summary, Timeline, Contacts, and Info. The 'Timeline Filter' is set to 'Activity'. The timeline shows a series of events: Thursday, JUN 30 2016 (Automated Program: Exited: Top of Funnel (Attract +)), Tuesday, JUN 28 2016 (Email: Sent: Claim Your Reward!), and Saturday, JUN 25 2016 (Email: Sent: Social Announcement). The 'Contacts' tab is active, showing a list of contacts: Drip-line Boccia, Tiff Yablonsky, Kingsly Spatafore, Rodolfo Wahlgren, Alanah Lannan, Sean Schuhmacher, Norton Myrthille, Tallia Sumpter, Wilfred Morningstar, Vincents Carneiro, and Silvanus Aro. The 'Contacts' tab is circled in red.

## Analysis of keywords in articles read by employees of companies in scope – “always on”





# Real time intent data:

contextual targeting and live intent data - “always on”

- **Contextual targeting:**

Combining the Accountinsight IP targeting with Grapeshot contextual content trawling we are able to place a Lenovo ad next to an article containing relevant keywords. The ad is placed to the Lenovo target accounts in real time



300 target accounts



AccountInsight  
IP identification

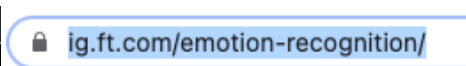
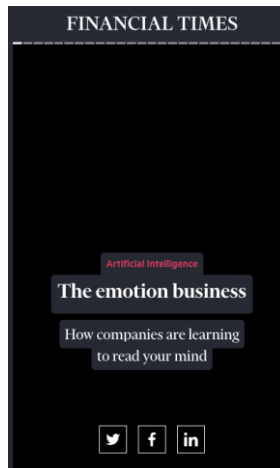


Grapeshot  
contextual  
trawling



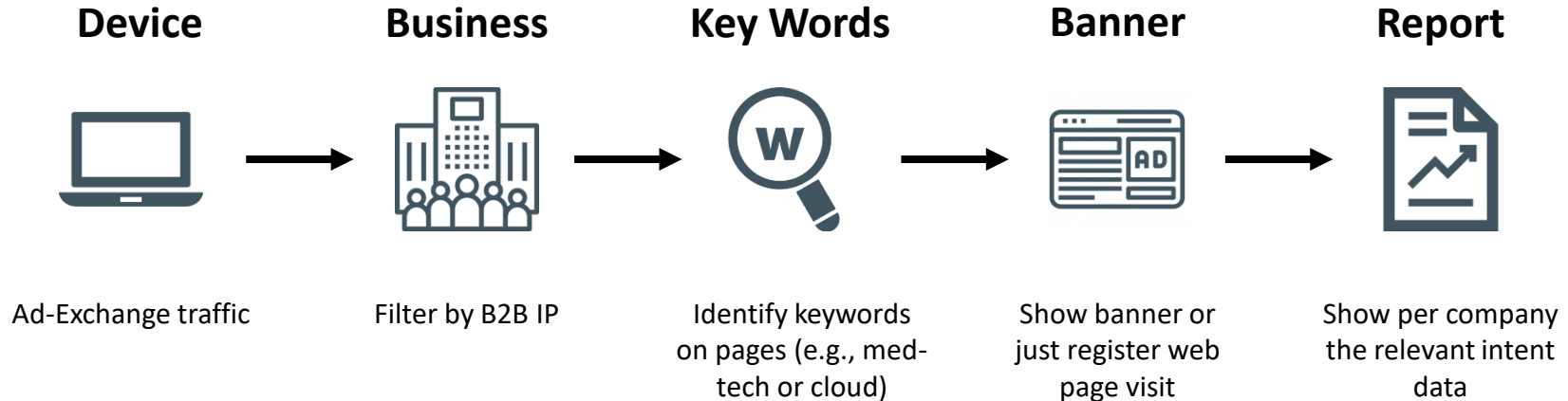
- **Live intent targeting:**

Our proprietary platform identifies the url of a relevant article in f.inst Financial Times. In this case the article is about artificial intelligence. If the url contains a relevant key word, the ad is placed to the Lenovo target accounts in real time



# Live Intent identification - “always on”

– based upon contextual targeting searching for the right content throughout the net



# Client case: Top Engaging Accounts UK/Ireland

## Top Accounts Score

| Lenovo - SAP HANA

English French German

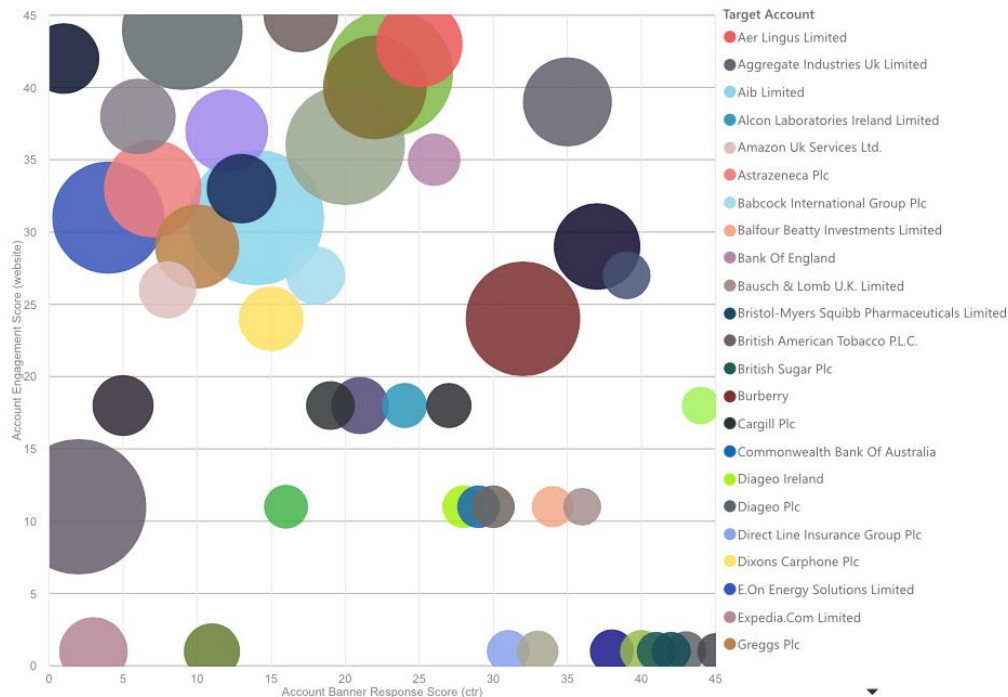
BLUE  
BUSINESS

### Optimization status

- ☐ Phase 1 (end 190205)  
☐ Phase 2 optimized

12/7/2018

2/24/2019



### Top Account - Sales ready Leads

Target accounts with exceptional engagement in banner response or website interactions.

This can be current clients or potential prospect that are ready to engage in final steps of a purchase process.

To export the targets - click the dots "..." above visual list



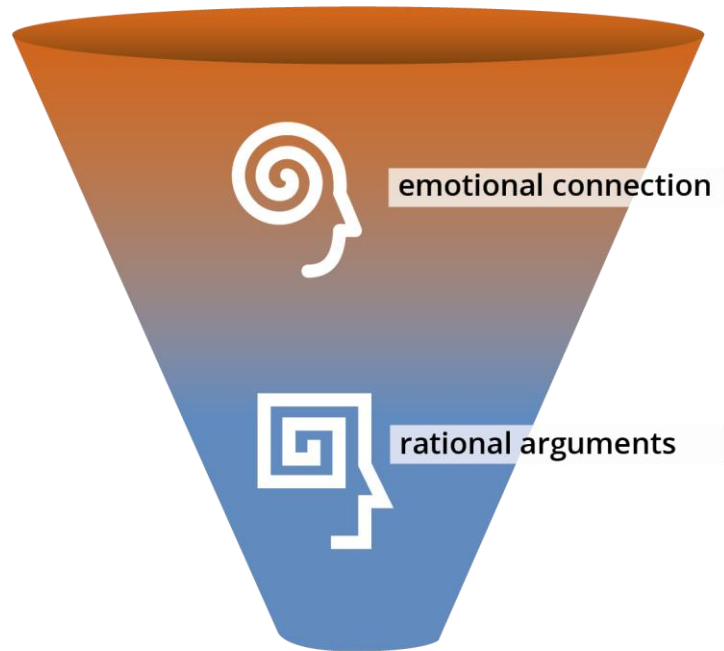
# Why branding and content marketing competences are still relevant

# You need to differentiate your brand

- If you don't stand out you become a commodity and chosen on price
- “Only **31%** of B2B marketing and insights professionals believe their brand communicates a distinct purpose or strong USP”
- “**71%** of B2B customers do not feel engaged with their B2B suppliers”

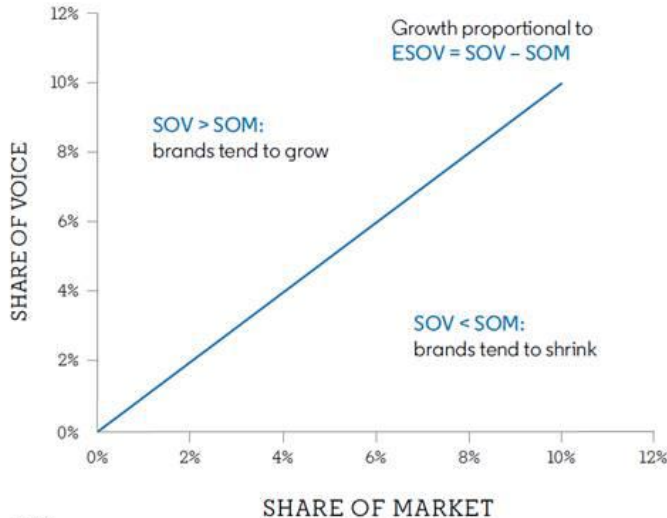
Sources:

- Gallup, Analytics & Advice for B2B Leaders, 2019
- B2B International, Top 3 Focus Areas for B2B Brands, 2020



# Spending above your market share (higher SOV) will secure growth

## The Share of Voice Rule



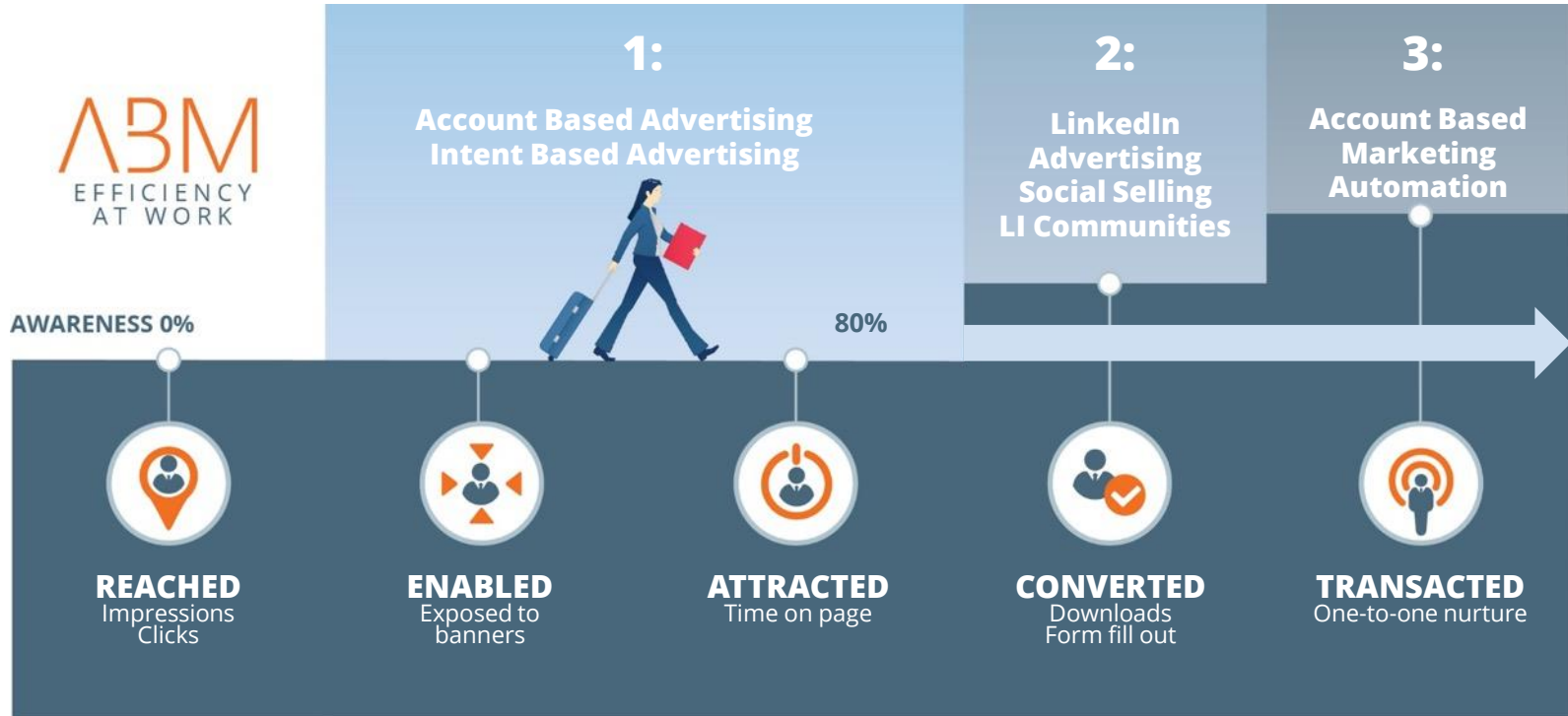
IPA

In B2B, brands that set their share of voice (SOV) above their share of market (SOM) tend to grow.

Source: LinkedIn/Institute of Practitioners in Advertising

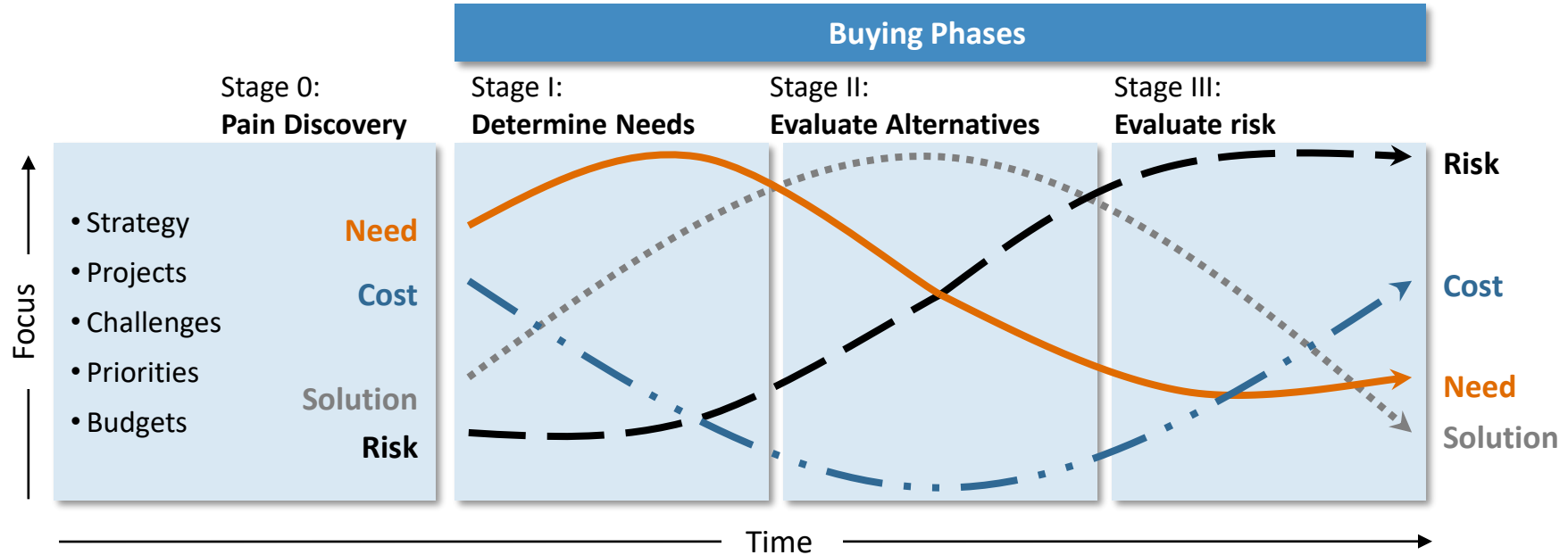
REACH X RELEVANCE X BRAND = ENGAGEMENT

# The REACT model is a strong foundation for reaching your goals





# Shifting buyer concerns throughout the customer journey

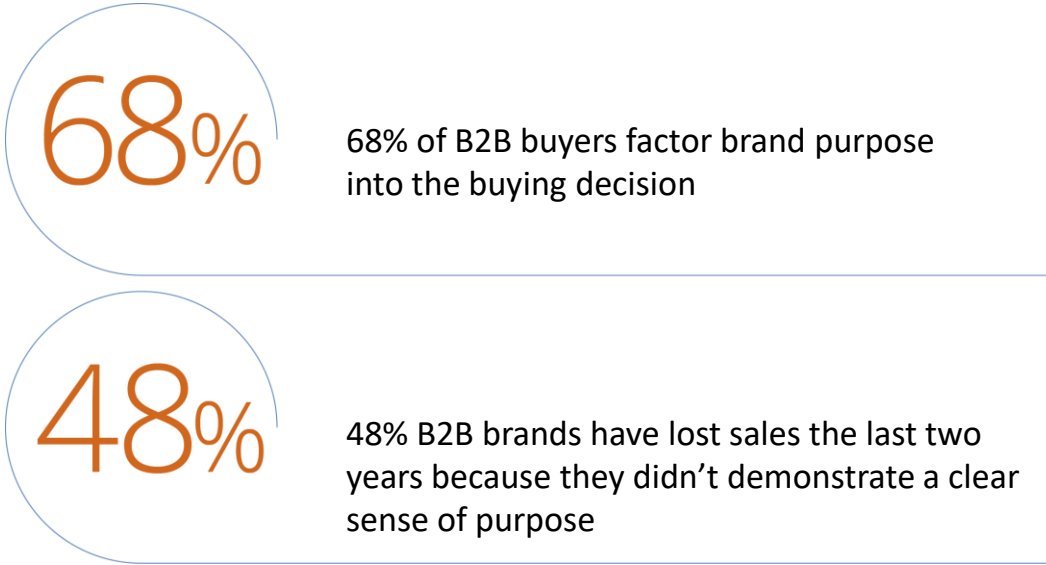


# Your content must match the customer journey and the personas

|                                   | Buying Phases                                                                                                 |                                                                                                                |                                                                                                                     |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
|                                   | Stage 0-I:<br><b>Pain/Need</b>                                                                                | Stage II:<br><b>Evaluation</b>                                                                                 | Stage III:<br><b>Decision</b>                                                                                       |
| Content objective                 | Research/pain                                                                                                 | Inform/differentiate                                                                                           | Motivate                                                                                                            |
| Business Decision<br>Maker (BDM)  | <ul style="list-style-type: none"><li>• White papers</li><li>• Articles</li><li>• Strategy sessions</li></ul> | <ul style="list-style-type: none"><li>• Product brochure</li><li>• Fact sheets</li><li>• Solution WP</li></ul> | <ul style="list-style-type: none"><li>• Business case WP</li><li>• Workshops</li><li>• ROI calculator</li></ul>     |
| Technical Decision<br>Maker (TDM) | <ul style="list-style-type: none"><li>• Scientific papers</li><li>• Research</li></ul>                        | <ul style="list-style-type: none"><li>• Demo videos</li><li>• Technical WP</li><li>• Ask the experts</li></ul> | <ul style="list-style-type: none"><li>• Testimonials</li><li>• Customer videos</li><li>• Customized demos</li></ul> |

# The importance of sustainability in B2B marketing and how it impacts your brand

# A strong brand with a relevant purpose helps your lead generation



68%

68% of B2B buyers factor brand purpose into the buying decision

48%

48% B2B brands have lost sales the last two years because they didn't demonstrate a clear sense of purpose

# Stronger brands command higher prices



# About you - Pitstop & Poll

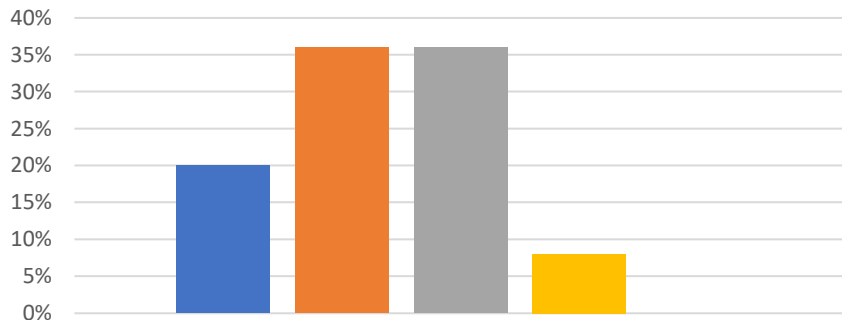
- ● Do you have a sustainability strategy?
- ● How important is sustainability to your business?
- ● To what degree have you commercialised your sustainability?



# Previous polls

2

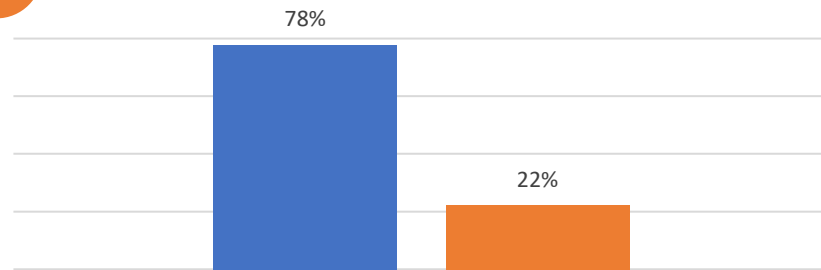
Rate how important sustainability is to your business



■ very important      ■ Somewhat important  
 ■ Neither important, nor unimportant      ■ Somewhat unimportant  
 ■ Unimportant

1

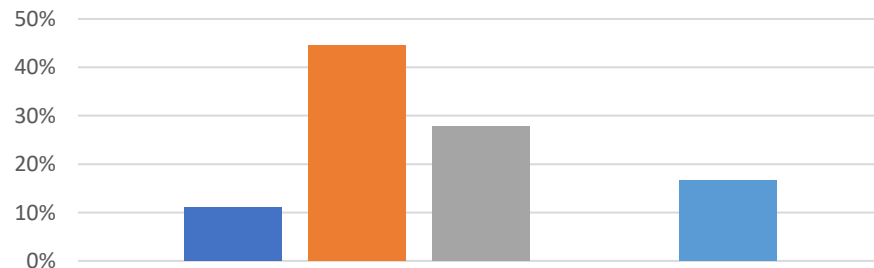
Do you have a sustainability strategy?



■ yes ■ no

3

To what degree have you commercialised your sustainability?



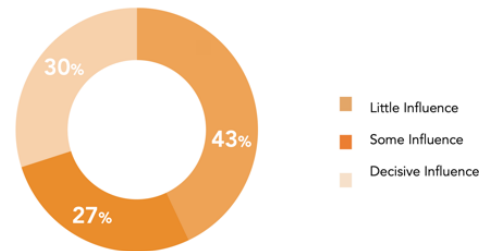
■ Highly commercialised      ■ Somewhat commercialised  
 ■ Neither nor commercialised      ■ Little commercialised  
 ■ Non commercialised

# Sustainability is now a significant B2B buying criteria

**62%** of companies have a sustainable procurement policy

**57%** of B2B buyers say sustainability influences the purchase decision “somewhat” or “decisively”

TO WHAT EXTENT HAS SUSTAINABILITY INFLUENCED YOUR PURCHASES DURING THE PAST 2 YEARS?



Source: Sustainable Brands Index – Sweden B2B 2019 report



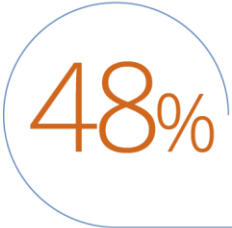
# Sustainability is now a significant B2B buying criteria



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63%

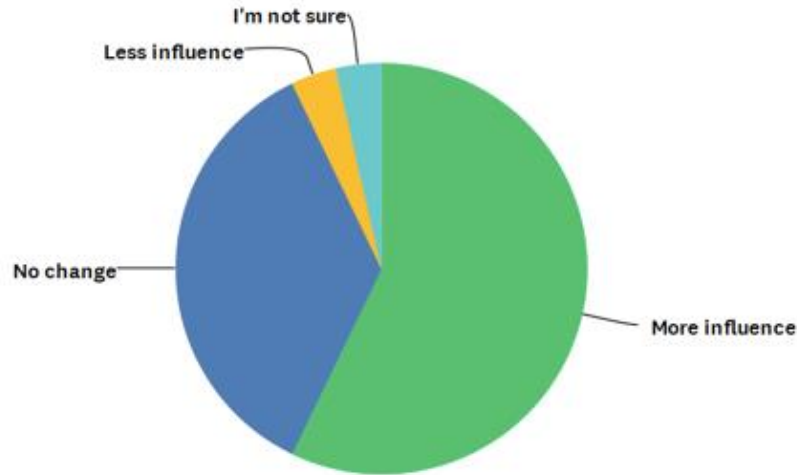
63% of companies agree that sustainability is an important competitive parameter

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Source: Marketo Brand Affinity Report 2019 and Confederation of Danish Industry, 2021

# Sustainability is now a significant B2B buying criteria

Do you expect the influence of sustainability in buying decisions to change over the next year?



Source: Magnetize, 2020 and Confederation of Danish Industry, 2021

# Marketing excellence recommendations

- ✓ Ensure alignment between marketing and sales
- ✓ Agree on objectives and KPIs
- ✓ Understand your customers
- ✓ Create relevant content (as defined by your customers, not you)
- ✓ Invest in martech like marketing automation
- ✓ Invest in reaching the customers that counts
- ✓ Be agile
- ✓ Be “always on”
- ✓ Understand how sustainability will impact your market



# Discover your brand excellence potential

Free Discovery Meeting (1 hour online) where your brand potential is assessed

Topics include:

1. Goals and challenges
2. Engagement
3. Sales and Marketing alignment
4. Sustainability
5. Digital marketing platforms



# Tak for idag!

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